C 7715-3A

DECEMBER
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% OF 12 MO	% INC	
	1985	1984		1985	1984
AMC	4,97	2,46	2.48	8%	1.50
(Alliance)	1,80	922	73.40	5%	.75
(Encore)	1,34	662	34.70	1%	.48
(Eagle)	1,82	882	34.70	4%	.27
CHRYSLER	3,42	1,63	4.61	2.81	1.20
(Laser)	1,48	1,07	4.61	2.38	.47
(LeBaron/GTS)	1,04	55	4.61	1.42	1.03
(New Yorker)	89	50	4.61	1.78	1.70
DODGE	3,11	1,51	4.61	1.06	1.59
(Daytona)	1,01	51	4.61	1.96	.50
(400/Vista/Conq)	1,04	50	4.61	1.96	.54
(Omni/Charger)	1,06	50	4.61	1.96	1.04
(Omni)	1,04	50	4.61	1.96	.54
(Lancer)	1,04	50	4.61	1.96	.54
(600)	1,04	50	4.61	1.96	.54
(Diplomat)	1,04	50	4.61	1.96	.54
PLYMOUTH	3,11	1,51	4.61	1.06	1.60
(Colt/Vista/Conq)	1,04	50	4.61	1.96	.54
(Horizon/Turismo)	1,04	50	4.61	1.96	1.08
(Reliant)	1,04	50	4.61	1.96	1.08
(Caravelle)	1,04	50	4.61	1.96	.54
(Gran Fury)	1,04	50	4.61	1.96	.54
CHRYSLER CORP	10,54	5,16	4.61	1.96	5,44
FORD	7,76	3,76	4.61	1.96	4,00
(Escort)	4,03	1,95	4.61	1.96	2,08
(Mustang)	1,62	78	4.61	1.96	.84
(Tempo)	1,81	87	4.61	1.96	.94
(Taurus)	1,29	62	4.61	1.96	.67
(Thunderbird)	3,20	1,55	4.61	1.96	1,65
(Mark VII)	1,30	63	4.61	1.96	.67
LINCOLN	1,61	78	4.61	1.96	.83
(Mark VII)	1,21	58	4.61	1.96	.63
XR4 Motors	1,21	58	4.61	1.96	.63
MERCURY	5,14	2,49	4.61	1.96	2,65
(Lynx)	1,57	76	4.61	1.96	.81
(Marquis)	1,19	57	4.61	1.96	.62
(Sable)	1,77	85	4.61	1.96	.92
(Capri)			4.61	1.96	
(Merkur XR4Ti)	2,24	1,08	4.61	1.96	1,16
(Cougar)	1,27	61	4.61	1.96	.66
LINC/MERC DIV	8,75	4,24	4.61	1.96	4,51
FORD MOTOR CO	24,11	11,68	4.61	1.96	12,43
BUICK	5,03	2,43	4.61	1.96	2,60
(Skyhawk)	1,87	90	4.61	1.96	.97
(Somerset Regal)	1,58	76	4.61	1.96	.82
(Century)	2,26	1,09	4.61	1.96	1,17
(Regal)	1,28	62	4.61	1.96	.66
(Riviera)	1,54	74	4.61	1.96	.80
CADILLAC	3,27	1,58	4.61	1.96	1,69
(Cimarron)	1,15	55	4.61	1.96	.59
(Eldorado)	1,15	55	4.61	1.96	.59
(Seville)	1,40	67	4.61	1.96	.72
CHEVROLET	14,25	6,89	4.61	1.96	7,36
(Chevette)	1,55	74	4.61	1.96	.80
(Cavalier)	3,04	1,46	4.61	1.96	1,57
(Sprint)	1,64	79	4.61	1.96	.85
(Camaro)	1,64	79	4.61	1.96	.85
(Corvette)	1,41	68	4.61	1.96	.73
(Monte Carlo)	1,78	86	4.61	1.96	.92
OLDSMOBILE	4,28	2,07	4.61	1.96	2,21
(Firenza)	1,51	73	4.61	1.96	.78
(Calais)	1,69	82	4.61	1.96	.87
(Cutlass Ciera)	2,15	1,04	4.61	1.96	1,11
(Cutlass)	1,28	62	4.61	1.96	.66
(Toronado)	1,41	68	4.61	1.96	.73
PONTIAC	5,38	2,60	4.61	1.96	2,78
(1000)	1,07	52	4.61	1.96	.55
(Sunbird)	1,03	50	4.61	1.96	.53
(Grand Am)	1,74	84	4.61	1.96	.90
(6000)	1,40	68	4.61	1.96	.72
(Bonneville)	1,43	69	4.61	1.96	.74
(Fiero)	1,81	87	4.61	1.96	.94
(J2K)	1,90	92	4.61	1.96	.98
GEN MTRS CORP	14,19	6,86	4.61	1.96	7,33
(Misc Domestic)					
(Misc Foreign)	15,75	7,61	4.61	1.96	8,14
U S TOTAL					

© R. L. POLK & CO. 1985

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% OF MARKET	% INC		YEAR END 1984
	1985	1984		1985	1984	
AMC						188752
(Passenger)						59533
(Jeep)						58666
(Eagle)						20513
CHRYSLER						321303
(Imp)						52079
(LeBaron GTS)						9868
(New Yorker)						17054
DODGE						406890
(Ramcharger)						41474
(Mini-Ramcharger)						9168
(Mini-Charger)						18068
(Aries)						59263
(Omni)						1499
(600)						60709
(Diplomat)						26709
PLYMOUTH						324253
(Sport Voyager)						42356
(Mini-Ramcharger)						24230
(Reliant)						134721
(Caravelle)						7666
(Gran Fury)						15278
CHRYSLER CORP						1252445
FORD						1280004
(Escort)						174910
(Mustang)						135172
(Tempo)						254680
(Taurus)						
(LTD/Crown Vict)						181164
(Bronc)						154073
LINCOLN						144546
(Mark VII)						28369
YUGO/KOMAI						
MERCURY						520866
(Lynx)						66515
(Capri)						17680
(Topaz)						71995
(Sable)						
(Marquis Maxi)						242876
(Cougar)						119805
LINC/MERC DIV						665418
FORD MOTOR CO						1351422
BUICK						418404
(Skyhawk)						115805
(Somerset Regal)						31047
(Century)						203508
(Regal)						83271
(Riviera)						52257
CADILLAC						310267
(Cimarron)						9812
(Eldorado)						66847
(Seville)						43167
CHEVROLET						1557108
(Celebrity)						143740
(Cavalier)						117200
(Sprint)						47220
(Camaro)						98598
(Corvette)						34400
(Monte Carlo)						115435
OLDSMOBILE						1013977
(Firenza)						60722
(Calais)						31864
(Cutlass Ciera)						111377
(Cutlass)						111843
(Toronado)						41106
PONTIAC						685381
(1000)						27211
(Sunbird)						124127
(Grand Am)						73858
(6000)						26552
(Bonneville)						64118
(Grand Prix)						98855
(Fiero)						41658
GEN MTRS CORP						1698504
(Pick Domestic)						267
(Pick Import)						1423115
U S TOTAL						10126724

(These totals included in these totals)

NEWS STATION SUMMARY

2

NEW TRUCK REGISTRATIONS

MAKE	JUNE	% CHG.	YEAR TO DATE		% CHG.	% IND.	
	1985		1985	1984		1985	1984
Dodge	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9.03	11.21
Plymouth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2.44	2.19
Ford	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	28.55	27.10
Chevrolet	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	25.58	24.85
GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.08	7.36
International	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.34	6.56
Jeep	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4.51	4.13
Mack	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.67	.77
Kenworth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.23	.25
Peterbilt	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.28	.28
Freightliner	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.57	.57
Volvo/White	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.36	.36
White/GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.23	.23
Other Imports	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	18.25	19.35
Other Domestic	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.03	.04
TOTAL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		

TRUCKS BY WEIGHT GROUPS—YEAR TO DATE

MAKE	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dodge	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Ford	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	845
Chevrolet	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	44
GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	135
International	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jeep	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mack	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Kenworth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7
Peterbilt	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8
Freightliner	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	17
Volvo/White	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6
White/GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Other Imports	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1
Other Domestic	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1
TOTAL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1985 Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1984 Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

NEW IMPORTED CARS
LEADING MAKES

MAKE	YEAR TO DATE 1986 UNITS	1986 % OF INDUSTRY	YEAR TO DATE 1985 UNITS	1985 % OF INDUSTRY
DOMESTIC BADGED IMPORTS				
Chevrolet Spectrum	[illegible]	[illegible]	[illegible]	[illegible]
Chevrolet Sprint	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Colt	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Colt Vista 5d.	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Conquest	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Colt	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Colt Vista 5d.	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Conquest	[illegible]	[illegible]	[illegible]	[illegible]
XR4 Merkur	[illegible]	[illegible]	[illegible]	[illegible]
Total Domestic Badged Imports	[illegible]	[illegible]	[illegible]	[illegible]
OTHER IMPORTS				
Audi	[illegible]	[illegible]	[illegible]	[illegible]
BMW	[illegible]	[illegible]	[illegible]	[illegible]
Honda	[illegible]	[illegible]	[illegible]	[illegible]
Mazda	[illegible]	[illegible]	[illegible]	[illegible]
Mercedes Benz	[illegible]	[illegible]	[illegible]	[illegible]
Nissan	[illegible]	[illegible]	[illegible]	[illegible]
Subaru	[illegible]	[illegible]	[illegible]	[illegible]
Toyota	[illegible]	[illegible]	[illegible]	[illegible]
Volkswagen	[illegible]	[illegible]	[illegible]	[illegible]
Volvo	[illegible]	[illegible]	[illegible]	[illegible]
Others	[illegible]	[illegible]	[illegible]	[illegible]
Total Other Imports	[illegible]	[illegible]	[illegible]	[illegible]
GRAND TOTAL ALL IMPORT CARS	[illegible]	[illegible]	[illegible]	[illegible]

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES IN [illegible]

DOMESTIC BADGED IMPORTS				
Dodge RAM 50	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Ram 50				
OTHER IMPORTS				
Isuzu	[illegible]	[illegible]	[illegible]	[illegible]
Mazda	[illegible]	[illegible]	[illegible]	[illegible]
Mitsubishi	[illegible]	[illegible]	[illegible]	[illegible]
Nissan	[illegible]	[illegible]	[illegible]	[illegible]
Subaru	[illegible]	[illegible]	[illegible]	[illegible]
Toyota	[illegible]	[illegible]	[illegible]	[illegible]
Volkswagen	[illegible]	[illegible]	[illegible]	[illegible]
Others	[illegible]	[illegible]	[illegible]	[illegible]
Total Other Imports	[illegible]	[illegible]	[illegible]	[illegible]
GRAND TOTAL ALL IMPORT TRUCKS	[illegible]	[illegible]	[illegible]	[illegible]

NEW DOMESTIC LIGHT TRUCKS
[illegible]

CHEVROLET S10	[illegible]	[illegible]	[illegible]	[illegible]
DODGE DAKOTA				
FORD RANGER	[illegible]	[illegible]	[illegible]	[illegible]
GMC S10	[illegible]	[illegible]	[illegible]	[illegible]
UNITED STATES Subtotal	[illegible]	[illegible]	[illegible]	[illegible]

NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751185	2058008
*1977	10262134	2520019
*1978	11945104	3067340
*1979	11456695	3072208
*1980	8780417	2437777
*1981	8443913	2185888
*1982	7754342	2410911
*1983	8924196	2970535
*1984	10118754	4243949
1985	10886804	4875192

TOTALS INCLUDE ALASKA & HAWAII
FOR LENGTHY NOT AVAILABLE
W.L. DOLE & CO. [illegible]
JANUARY [illegible] ISSUED BY/86
(1) REVISED 12/85

4

New Car Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 78%

RADIO—BY 88%

MAGAZINES—BY 68%

NEWSPAPERS—BY 79%

New Car Buyers WANT, NEED, USE Product Details That **POLK AUTOMOTIVE MAIL** Can Best Deliver.

R. L. POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

27715-3A

JANUARY
1986

pocket summary of registrations

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKE	JANUARY		% CH VS '84	% CHG
	1985	1984		1985
AMC				
CHRYSLER				
DODGE				
PLYMOUTH				
CHRYSLER CORP				
FORD				
LINCOLN				
MERCURY				
LINC/MERC DIV				
FORD MOTOR CO				
BUICK				
CADILLAC				
CHEVROLET				
OLDSMOBILE				
PONTIAC				
GEN MTRS CORP				
U.S. TOTAL				

© R.L. POLK & CO. 1985

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKE	YEAR TO DATE		% OR -%	% INC		YEAR END 1985
	1986	1985		1986	1985	
AMC	67,847	110,832	-38.8%	-1.7%	-1.7%	128,318
(Hornet)	44,142	65,934	-33.0%	-1.7%	-1.7%	73,472
(Eagle)	23,705	44,898	-47.2%	-1.7%	-1.7%	54,846
CHRYSLER	200,578	247,154	-18.9%	-1.7%	-1.7%	311,282
(Laser)	29,111	29,111	0.0%	-1.7%	-1.7%	50,870
(LeBaron GTS)	24,868	30,178	-17.6%	-1.7%	-1.7%	54,217
(LeBaron)	46,599	56,615	-17.7%	-1.7%	-1.7%	66,205
DODGE	180,111	247,154	-27.1%	-1.7%	-1.7%	280,411
(Daytona)	39,611	48,784	-18.8%	-1.7%	-1.7%	48,784
(Lancer/Omni)	20,454	29,111	-29.7%	-1.7%	-1.7%	50,870
(Shadow/Sundance)	39,611	48,784	-18.8%	-1.7%	-1.7%	52,282
(Aries)	39,611	48,784	-18.8%	-1.7%	-1.7%	47,724
(600)	24,868	30,178	-17.6%	-1.7%	-1.7%	54,289
(400)	39,611	48,784	-18.8%	-1.7%	-1.7%	47,325
(1500)	39,611	48,784	-18.8%	-1.7%	-1.7%	54,681
(Colt/Vista)	39,611	48,784	-18.8%	-1.7%	-1.7%	33,435
PLYMOUTH	200,578	247,154	-18.9%	-1.7%	-1.7%	277,209
(Sapporo/Conquest)	39,611	48,784	-18.8%	-1.7%	-1.7%	48,952
(Horizon/Turismo)	39,611	48,784	-18.8%	-1.7%	-1.7%	75,366
(Reliant)	39,611	48,784	-18.8%	-1.7%	-1.7%	37,213
(Caravelle)	39,611	48,784	-18.8%	-1.7%	-1.7%	35,501
(Gran Fury)	39,611	48,784	-18.8%	-1.7%	-1.7%	18,177
CHRYSLER CORP	580,536	742,616	-21.8%	-1.7%	-1.7%	1,022,538
FORD	1,000,000	1,000,000	0.0%	-1.7%	-1.7%	1,364,829
(Escort)	39,611	48,784	-18.8%	-1.7%	-1.7%	420,347
(Mustang)	39,611	48,784	-18.8%	-1.7%	-1.7%	61,867
(Tempo)	39,611	48,784	-18.8%	-1.7%	-1.7%	178,475
(Taurus)	39,611	48,784	-18.8%	-1.7%	-1.7%	1,855
(Thunderbird)	39,611	48,784	-18.8%	-1.7%	-1.7%	145,841
(Crown Vic)	39,611	48,784	-18.8%	-1.7%	-1.7%	44,166
LINCOLN	39,611	48,784	-18.8%	-1.7%	-1.7%	64,295
(Town Car)	39,611	48,784	-18.8%	-1.7%	-1.7%	30,401
AMC Motors	39,611	48,784	-18.8%	-1.7%	-1.7%	80,671
MERCURY	39,611	48,784	-18.8%	-1.7%	-1.7%	1,364,829
(Lynx)	39,611	48,784	-18.8%	-1.7%	-1.7%	87,620
(Capri)	39,611	48,784	-18.8%	-1.7%	-1.7%	16,612
(Tracer)	39,611	48,784	-18.8%	-1.7%	-1.7%	17,554
(Sable)	39,611	48,784	-18.8%	-1.7%	-1.7%	879
(Marquis Cpe.)	39,611	48,784	-18.8%	-1.7%	-1.7%	22,656
(Cougar)	39,611	48,784	-18.8%	-1.7%	-1.7%	118,554
LINC/MERC DIV	39,611	48,784	-18.8%	-1.7%	-1.7%	1,682,253
FORD MOTOR CO	1,000,000	1,000,000	0.0%	-1.7%	-1.7%	3,047,082
BUICK	39,611	48,784	-18.8%	-1.7%	-1.7%	441,031
(Skyhawk)	39,611	48,784	-18.8%	-1.7%	-1.7%	65,411
(Somerset/Skyl)	39,611	48,784	-18.8%	-1.7%	-1.7%	45,059
(Century)	39,611	48,784	-18.8%	-1.7%	-1.7%	113,008
(Regal)	39,611	48,784	-18.8%	-1.7%	-1.7%	4,047
(Riviera)	39,611	48,784	-18.8%	-1.7%	-1.7%	48,891
CADILLAC	39,611	48,784	-18.8%	-1.7%	-1.7%	141,228
(Cimarron)	39,611	48,784	-18.8%	-1.7%	-1.7%	22,168
(Eldorado)	39,611	48,784	-18.8%	-1.7%	-1.7%	30,754
(Seville)	39,611	48,784	-18.8%	-1.7%	-1.7%	19,985
CHEVROLET	39,611	48,784	-18.8%	-1.7%	-1.7%	1,364,829
(Sprint)	39,611	48,784	-18.8%	-1.7%	-1.7%	12,900
(Nova)	39,611	48,784	-18.8%	-1.7%	-1.7%	34,345
(Spectrum)	39,611	48,784	-18.8%	-1.7%	-1.7%	24,977
(Cavalier)	39,611	48,784	-18.8%	-1.7%	-1.7%	49,042
(Camaro)	39,611	48,784	-18.8%	-1.7%	-1.7%	11,169
OLDSMOBILE	39,611	48,784	-18.8%	-1.7%	-1.7%	147,351
(Firenza)	39,611	48,784	-18.8%	-1.7%	-1.7%	46,780
(Calais)	39,611	48,784	-18.8%	-1.7%	-1.7%	12,561
(Cutlass Ciera)	39,611	48,784	-18.8%	-1.7%	-1.7%	31,933
(Cutlass)	39,611	48,784	-18.8%	-1.7%	-1.7%	15,881
(Toronado)	39,611	48,784	-18.8%	-1.7%	-1.7%	19,873
PONTIAC	39,611	48,784	-18.8%	-1.7%	-1.7%	165,045
(2000)	39,611	48,784	-18.8%	-1.7%	-1.7%	20,234
(Sunbird)	39,611	48,784	-18.8%	-1.7%	-1.7%	19,481
(Grand Am)	39,611	48,784	-18.8%	-1.7%	-1.7%	65,355
(6000)	39,611	48,784	-18.8%	-1.7%	-1.7%	19,805
(Bonneville)	39,611	48,784	-18.8%	-1.7%	-1.7%	19,719
(Firebird)	39,611	48,784	-18.8%	-1.7%	-1.7%	10,049
(Fiero)	39,611	48,784	-18.8%	-1.7%	-1.7%	10,401
GEN MTRS CORP	39,611	48,784	-18.8%	-1.7%	-1.7%	1,364,829
(Misc Imports)	39,611	48,784	-18.8%	-1.7%	-1.7%	1,364,829
(Other Misc)	39,611	48,784	-18.8%	-1.7%	-1.7%	1,364,829
U.S. TOTAL	39,611	48,784	-18.8%	-1.7%	-1.7%	1,364,829

NEW TRUCK REGISTRATIONS

Make	Year to Date		% Change	% Mkt. Share	
	1985	1984		1985	1984
Dodge	119,624	114,317	+4.6	10.47	10.47
Plymouth	22,746	21,606	+5.3	1.99	1.98
Ford	310,434	297,434	+4.4	27.17	27.25
Chevrolet	303,736	286,134	+6.2	26.58	26.22
G.M.C.	86,174	82,534	+4.4	7.54	7.56
I-H	19,911	18,137	+9.8	1.74	1.66
Jeep	34,211	32,587	+5.0	2.99	2.99
Mack/Mid-Liner	6,966	6,966	0.0	.61	.64
Kenworth	7,193	6,854	+4.9	.63	.63
Peterbilt	3,854	3,654	+5.5	.34	.33
Daimler-Benz (Orion)	5,317	5,317	0.0	.47	.49
Volvo-White	2,870	2,870	0.0	.25	.26
Western Star	1,156	1,156	0.0	.10	.11
Miscellaneous	12,000	11,000	+9.1	1.05	1.01
U. S. Total	1,142,373	1,090,746	+4.7		

TRUCKS BY WEIGHT GROUPS–YEAR TO DATE

Make	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	Class 7	Class 8	GVW 8 33,001 Lbs. & Over
Dodge	1985	1984							
(Dodge D)									
Plymouth									
Ford									
(Ford D)									
Chevrolet									
(Chev. D)									
G.M.C.									
I-H									
Jeep									
(Jeep D)									
Mack/Mid-Liner									
Kenworth									
Peterbilt									
Daimler-Benz (Orion)									
Volvo-White									
Western Star									
Miscellaneous									
Total									
1984 Total									
1985 vs. '84									

(Name Totals To Be Inserted When U. S. Is)

1. Includes Ram Vans, Ramcharger, Pickup
2. Includes Trucks and Ram Vans
3. Includes Range Rover Vans and Vehicles
4. Includes 1-Ton Vans and Pickups
5. Includes Vans and Wagons

6. Plymouth Includes Voyager, PDE
7. Incl. Vans, Cabaletta, Jimmy, Suburban
8. Includes G.M.C. Chassis
9. Includes G.M.C. Chassis, Motorhomes and Bluebird

Manufacturers' Sales Records used for compiling Oklahoma registrations in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	29783	.27	9464	.09
Chevrolet Spectrum	51695	.47	17646	.02
Dodge Colt	38211	.35	35719	.35
Dodge Colt Vista SW	11501	.03	7684	.08
Dodge Conquest	2476	.02	3765	.04
Plymouth Colt	35212	.32	31756	.31
Plymouth Colt Vista SW	11109	.10	7243	.07
Plymouth Conquest	2453	.02	3357	.03
KIA Merkur	2053	.02	-	-
Total Domestic Sponsored Imports	189493	1.74	102638	.99
OTHER IMPORTS				
Audi	77972	.72	69455	.69
BMW	38008	.34	68731	.68
Honda	516782	4.73	492803	4.87
Mazda	204591	1.87	163826	1.62
Mercedes Benz	88415	.81	76191	.75
Nissan	479260	4.32	473413	4.73
Subaru	168053	1.55	148332	1.46
Toyota	573345	5.28	504184	4.98
Volkswagen	168797	1.81	155332	1.53
Volvo	108176	.98	95887	.94
Others	198310	1.80	168883	1.67
Total Other Imports	2820418	25.90	2423338	23.93
GRAND TOTAL ALL IMPORT CARS	3011132	27.65%	2525976	24.92

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (8 - 8500 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	58635	1.47	49855	1.25
OTHER IMPORTS				
Isuzu	78522	1.84	42844	1.06
Mazda	114585	2.45	115303	2.85
Mitsubishi	23555	.57	15949	.39
Nissan	236313	5.48	194513	4.80
Subaru	4127	.09	4852	.12
Toyota	286051	7.83	288395	7.14
Volkswagen	17438	.37	17156	.44
Others	2452	.05	3290	.08
Total Other Imports Trucks	764043	18.48	683501	16.88
GRAND TOTAL ALL IMPORT TRUCKS	822678	18.95	733356	18.11

NEW DOMESTIC LIGHT TRUCKS
(8 - 8500 LBS)

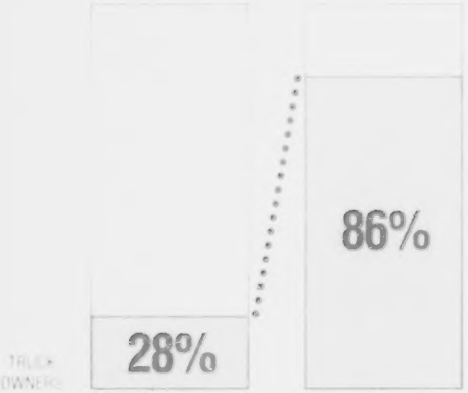
CHEVROLET S10	206731	4.76	187680	4.64
DODGE RAMPAGE	1018	.02	9189	.23
FORD RANGER	243555	5.61	222479	5.49
GMC S15	41000	.94	42409	1.05
UNITED STATES SUBTOTAL	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

[illegible]

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...



the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200